

We don't show people smoking in our ads.

Because we figure smokers already know how. Heck, we're not talking rocket science here. So, we'll get right to the point: flavor. In a nationwide taste test, a majority of smokers said Merit tasted as good as or better than cigarettes that have up to 38% more tar. Enriched FlavorSM is the reason why. And only Merit has it. So the next time you do what you already know how to do, do it with Merit.

Enriched Flavor,SM low tar.

A solution with Merit.



SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

© Philip Morris Inc. 1989

Kings: 9 mg "tar," 0.8 mg nicotine av. per cigarette by FTC method.

